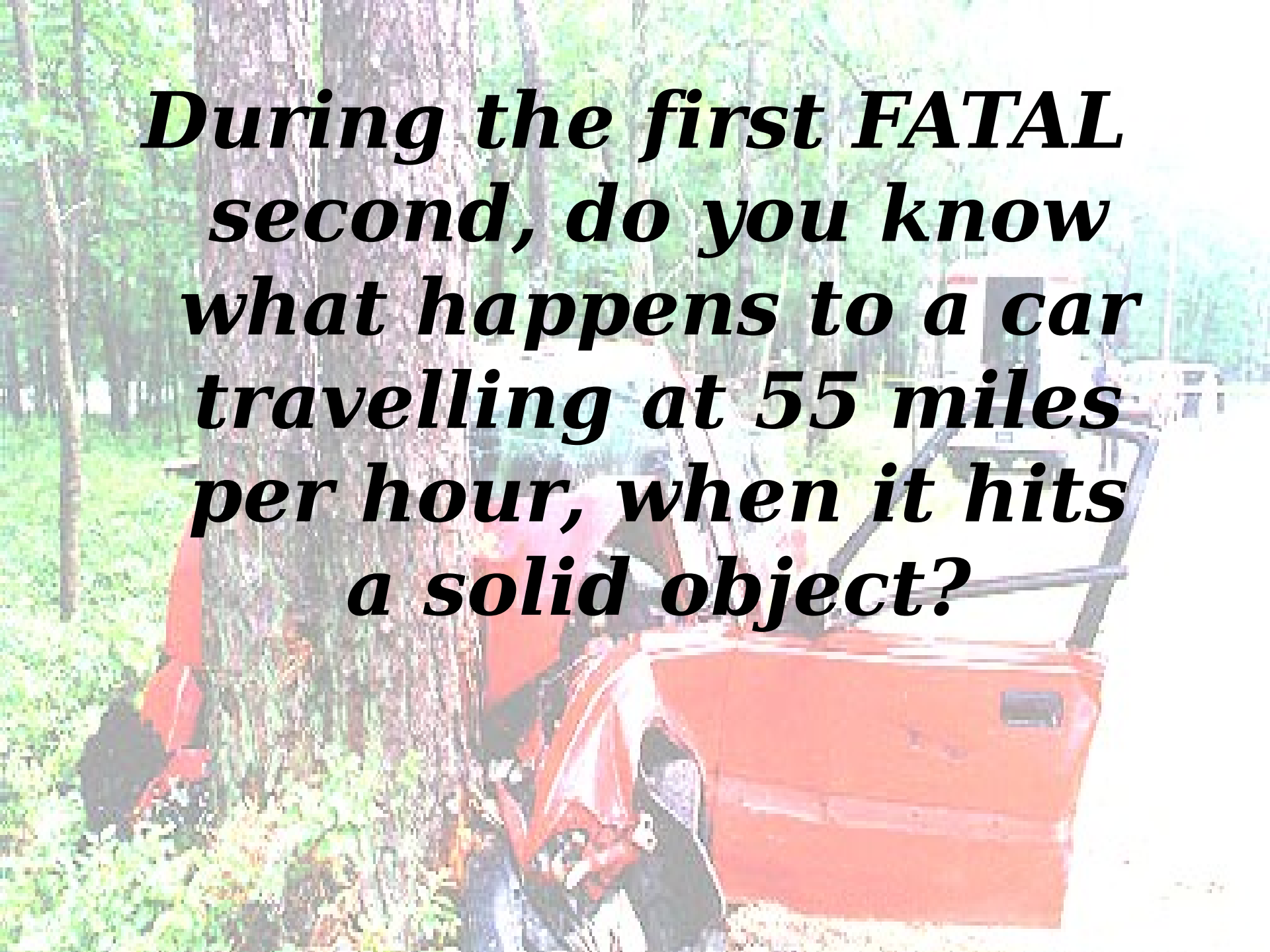


SPEEDING



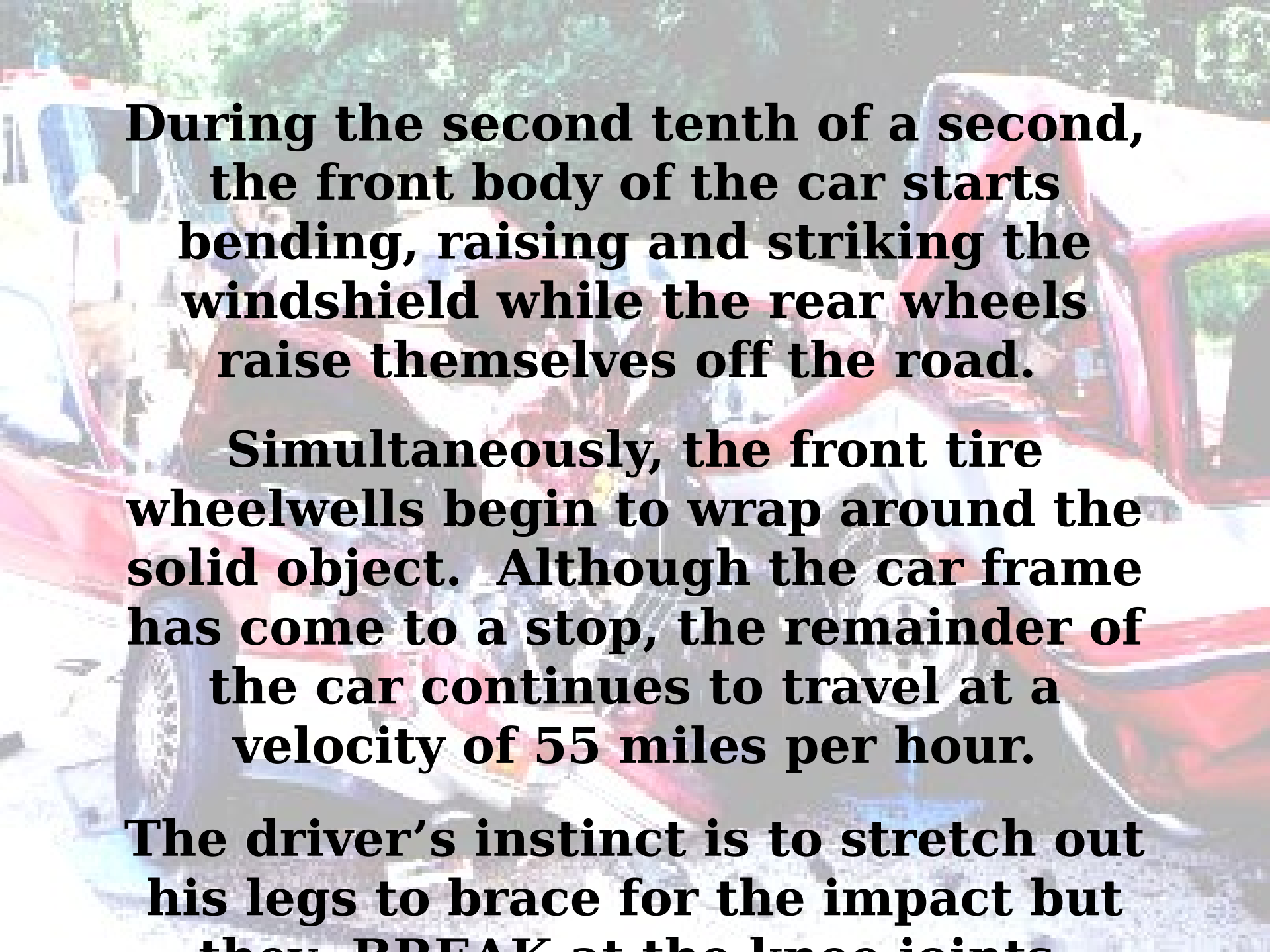
During the first FATAL second, do you know what happens to a car travelling at 55 miles per hour, when it hits a solid object?





In the first tenth of a
second,

the front bumper & grill

A photograph of a red car that has been involved in a collision. The front of the car is severely damaged, with the hood and front end crumpled. A person is standing to the left of the car, looking towards the camera. The background shows some greenery and a paved area.

During the second tenth of a second, the front body of the car starts bending, raising and striking the windshield while the rear wheels raise themselves off the road.

Simultaneously, the front tire wheelwells begin to wrap around the solid object. Although the car frame has come to a stop, the remainder of the car continues to travel at a velocity of 55 miles per hour.

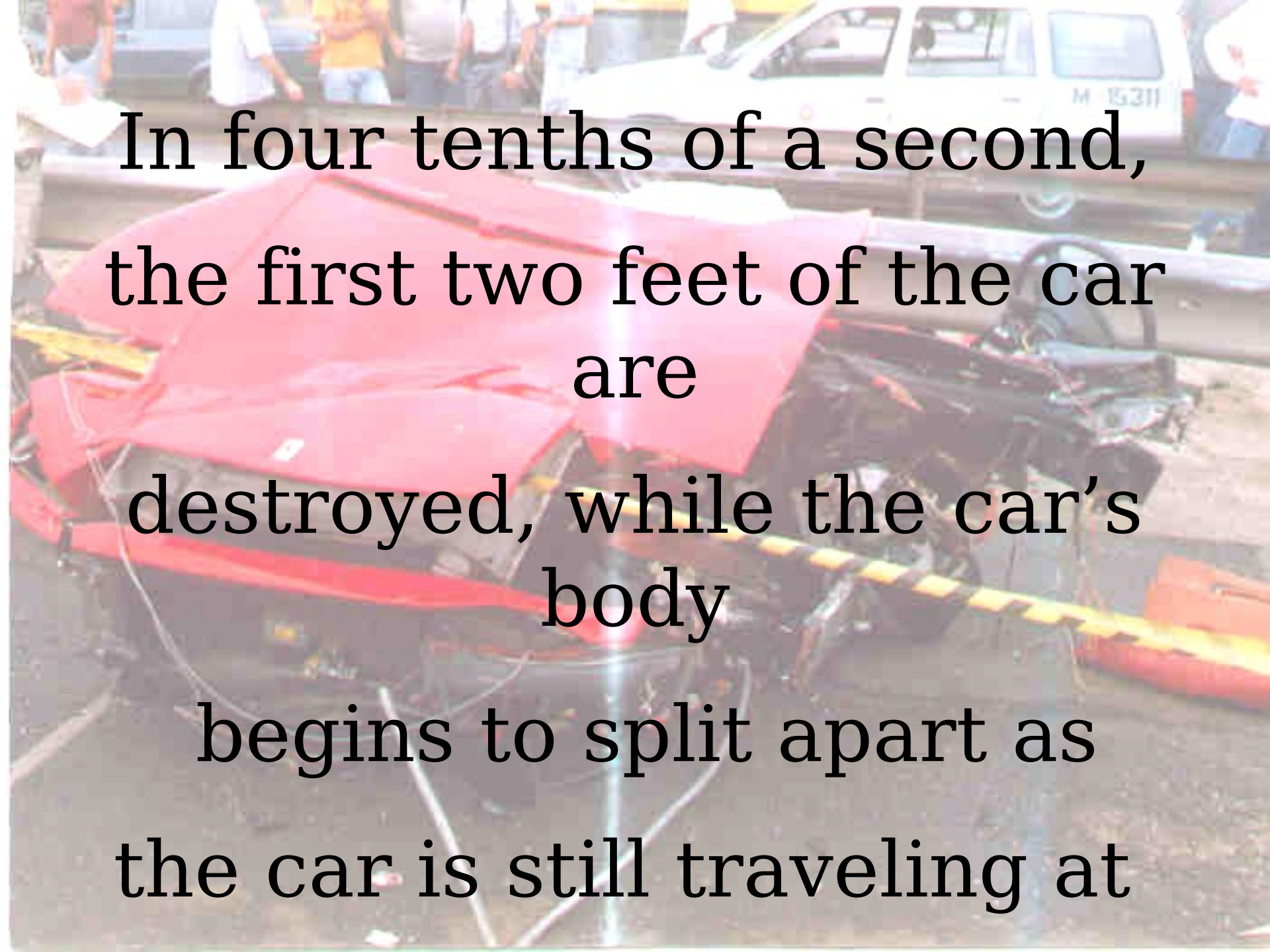
The driver's instinct is to stretch out his legs to brace for the impact but then BREAK at the knee joints

**During the third tenth of a
second,**

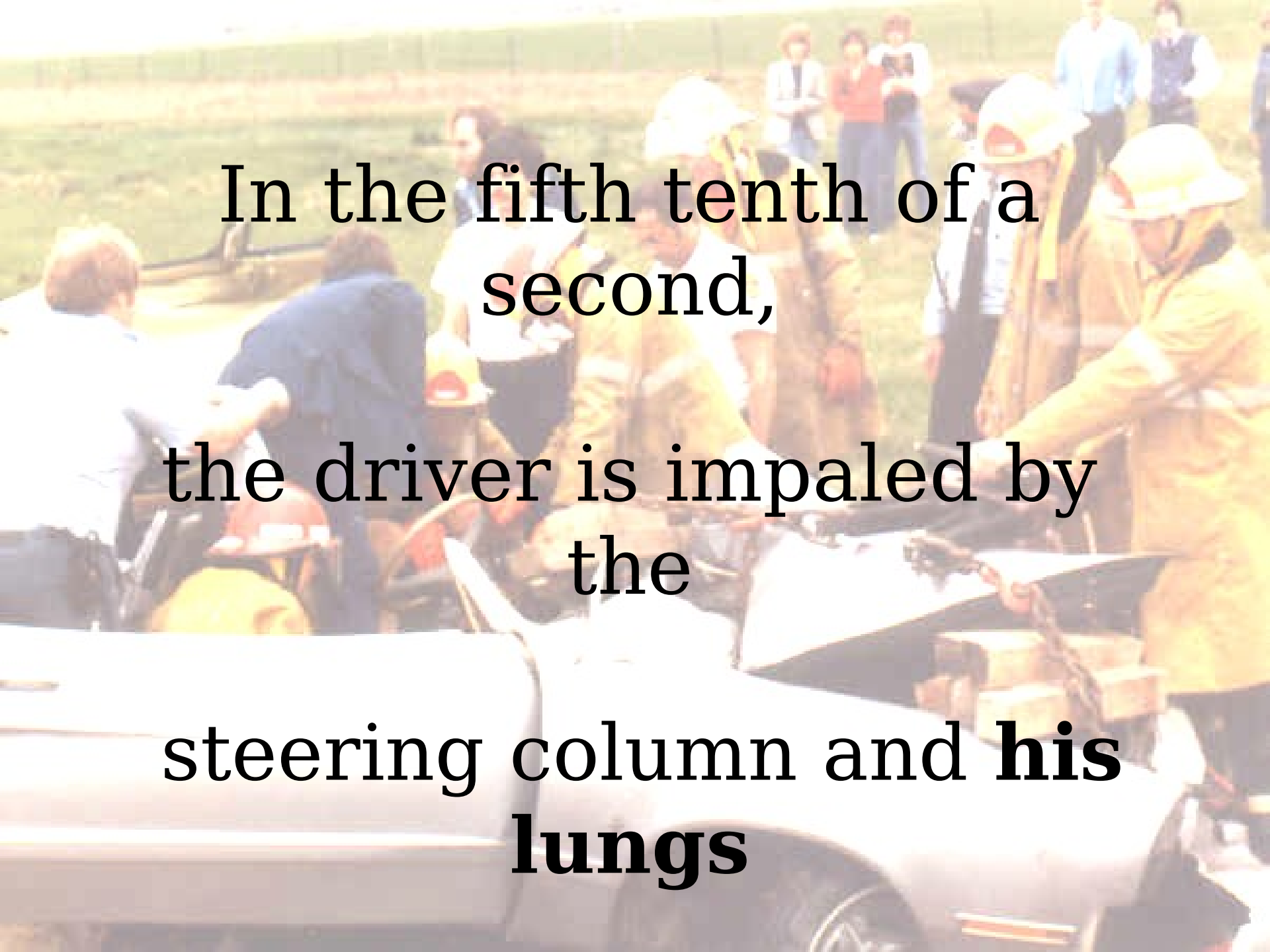
**the steering wheel begins
to**

**disintegrate and the
steering**

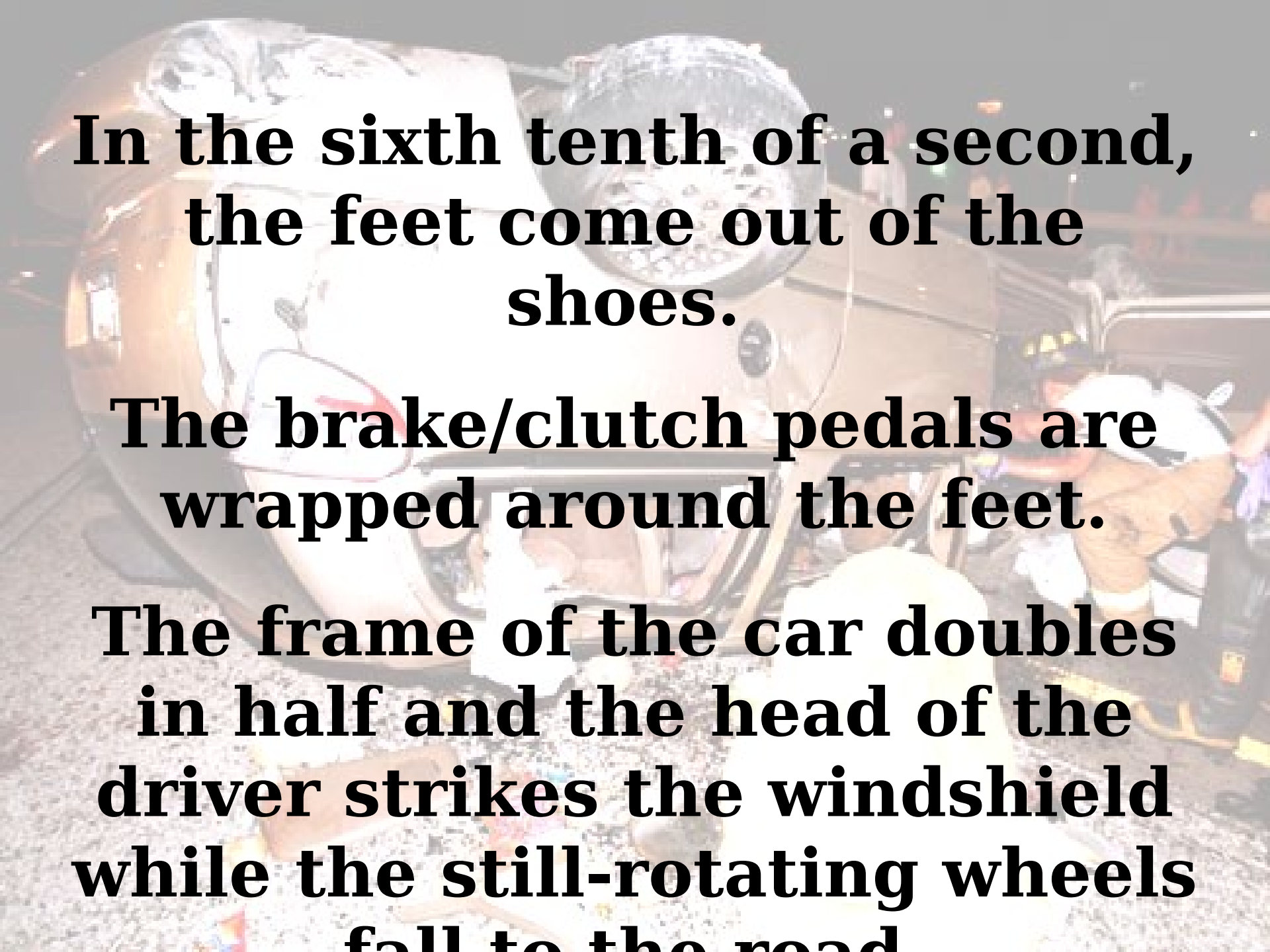
column reaches the



In four tenths of a second,
the first two feet of the car
are
destroyed, while the car's
body
begins to split apart as
the car is still traveling at

A photograph of a car crash investigation scene. In the foreground, the front of a white car is visible, with a steering column and dashboard area exposed. Several people in yellow protective suits and hard hats are gathered around the vehicle, examining the damage. In the background, a group of people in civilian clothing are standing and watching the scene. The text is overlaid on the image in a large, black, serif font.

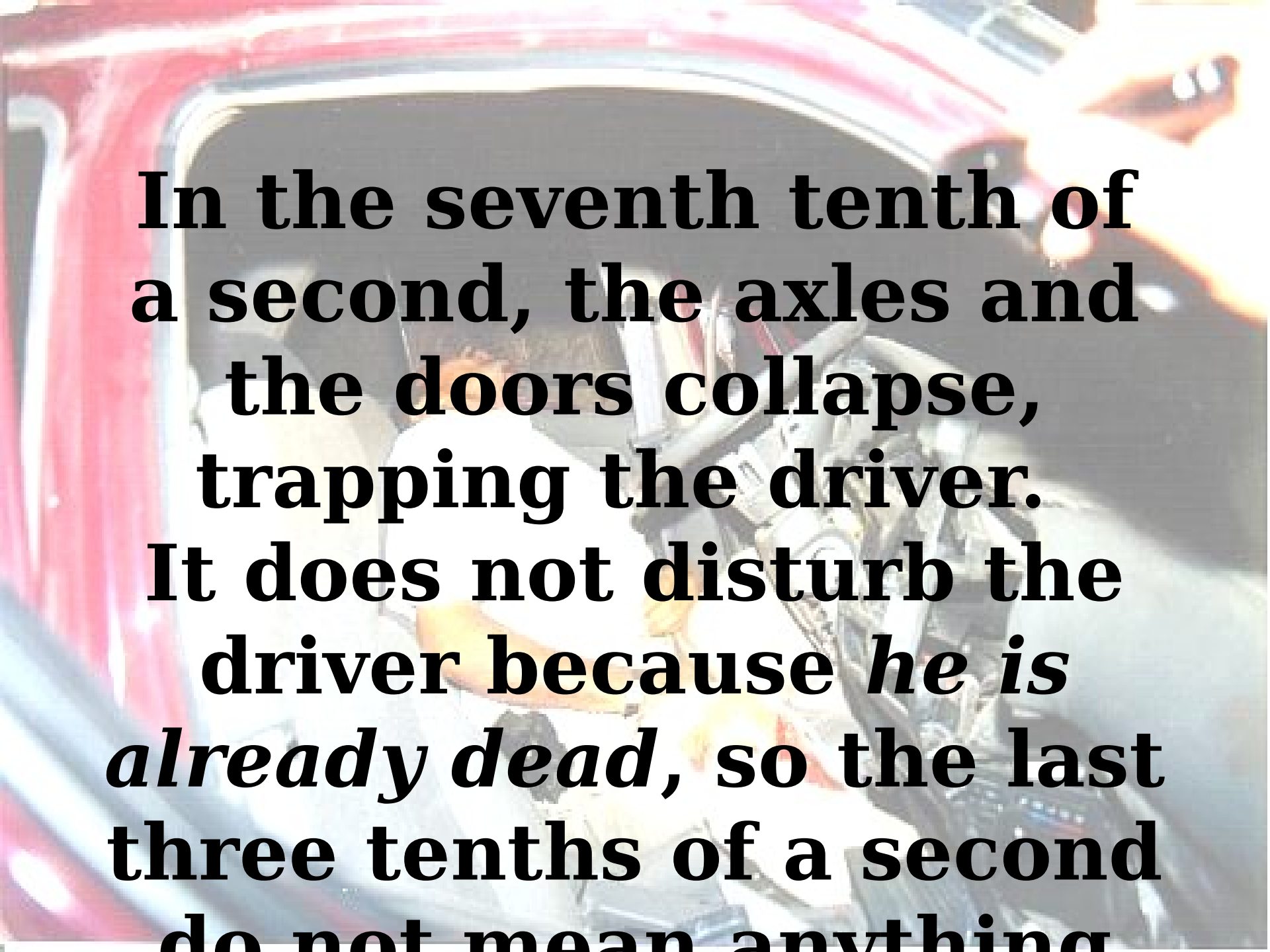
In the fifth tenth of a
second,
the driver is impaled by
the
steering column and **his
lungs**

A photograph of a car accident scene. A car is flipped onto its side on a road. Several emergency responders, including police and firefighters, are present. One person is lying on the ground near the car. The scene is at night or dusk, with streetlights and emergency vehicle lights visible.

**In the sixth tenth of a second,
the feet come out of the
shoes.**

**The brake/clutch pedals are
wrapped around the feet.**

**The frame of the car doubles
in half and the head of the
driver strikes the windshield
while the still-rotating wheels
fall to the road**

A photograph of a car crash scene. The car is heavily damaged, with the front end crumpled. A driver is visible, trapped in the wreckage. The text is overlaid on the image.

**In the seventh tenth of
a second, the axles and
the doors collapse,
trapping the driver.
It does not disturb the
driver because *he is
already dead*, so the last
three tenths of a second
do not mean anything**



SPEED

- **INCREASES DISTANCE TRAVELED BEFORE REACTION**
- **INCREASES DISTANCE NEEDED TO STOP**
- **INCREASES CRASH SEVERITY**
- **DECREASES PROTECTION**

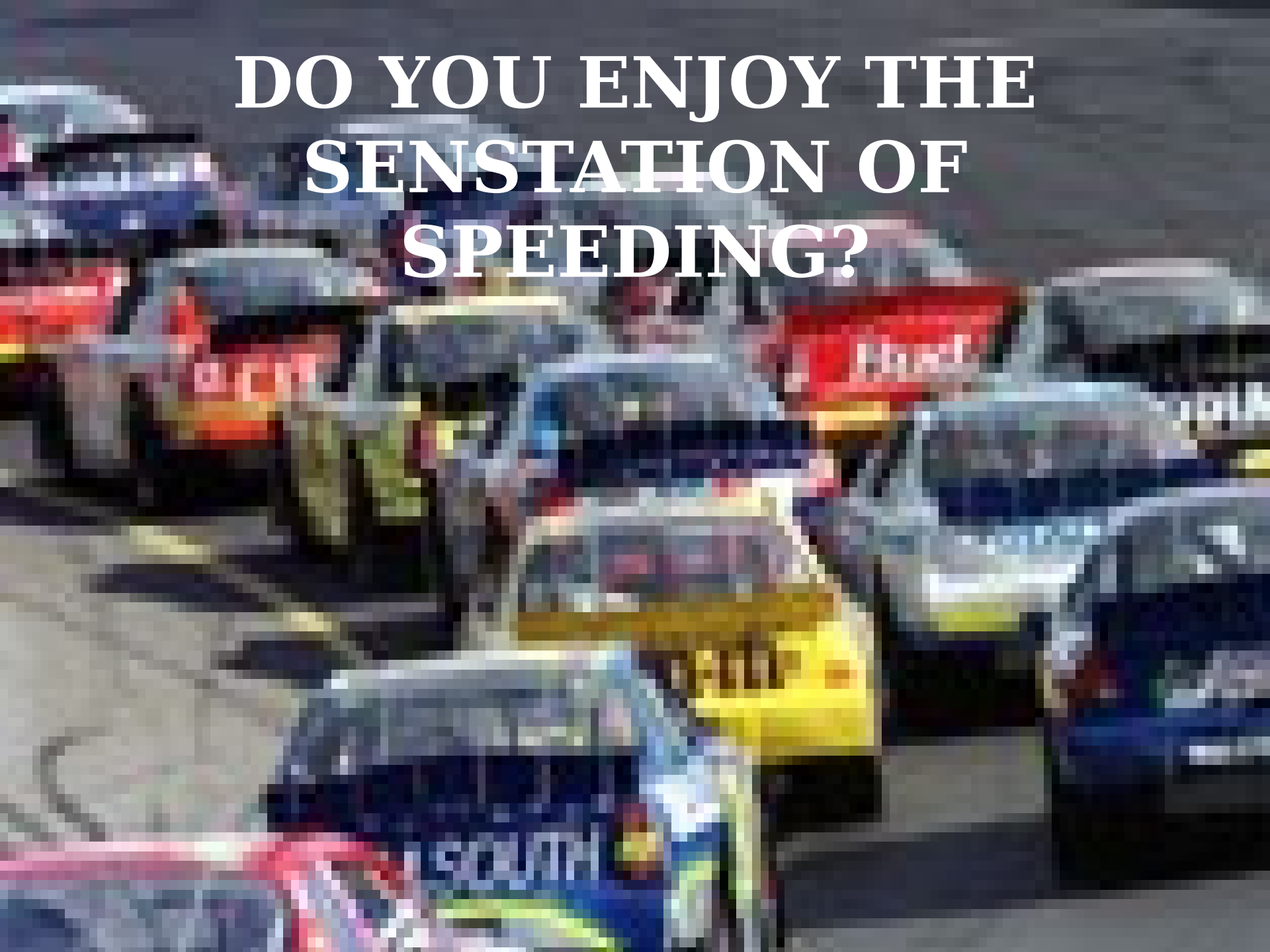
**SPEEDING KILLS 1,000
AMERICANS EVERY
MONTH**



**DO YOU HAVE A
TENDENCY TO PASS OR
BE PASSED?**



**DO YOU ENJOY THE
SENSTATION OF
SPEEDING?**



ARE YOU IMPATIENT?

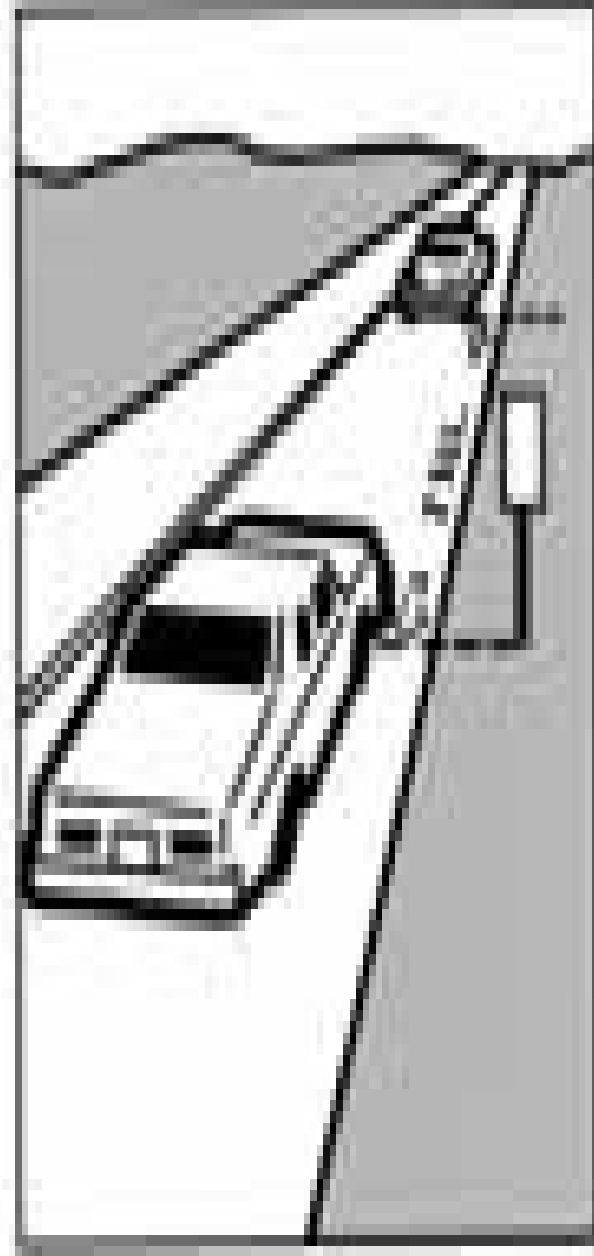
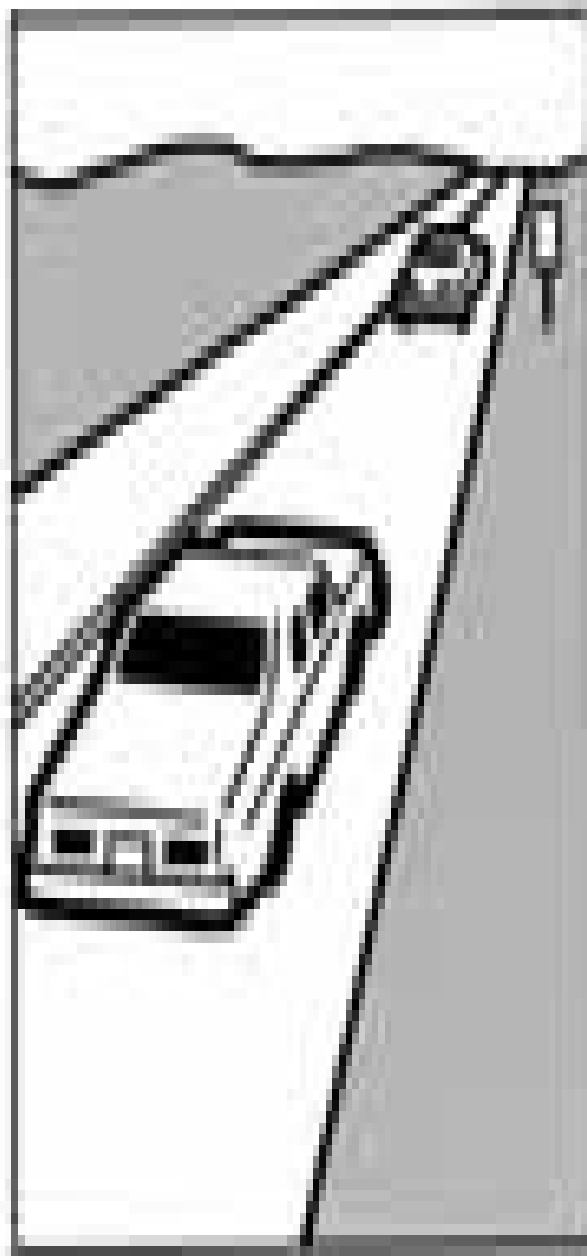
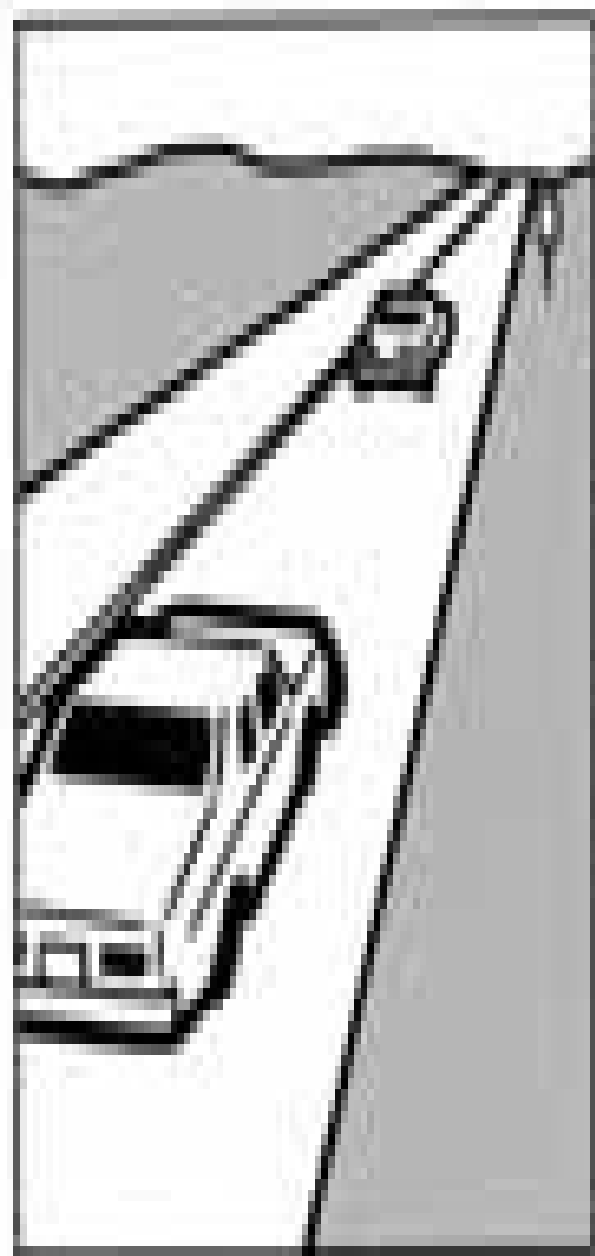


**DO YOU TRY TO GET
WHERE YOU'RE GOING
AS FAST AS YOU CAN?**



**DO YOU NEED TO
ADJUST YOUR ATTITUDE?**





**WEATHER & TRAFFIC
CONDITIONS REQUIRE
SLOWER DRIVING**



**CAN YOU STOP IN TIME
IF YOU NEED TO?**



QUESTIONS



SUMMARY

